Guide to Choosing your SNHU Major & Concentration

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How important is my major?

Choosing your major is a significant milestone in your academic journey, as it determines the specialized content you'll learn and lays the groundwork for potential career paths. It allows you to dive deep into a particular field of interest, gain valuable knowledge and expertise, and build essential skills.

However, it's crucial to recognize that your major does not rigidly define your career path. Life will present multiple opportunities, so your interests, goals, and circumstances may evolve over time. Many individuals find success in careers not directly related to their college majors. Your major provides a strong foundation, but it's your experiences, ongoing learning, and continuous exploration of your passions that shape your unique career journey. This is a time to embrace the possibilities that lie ahead and be open to the opportunities that come your way. Your major is just one aspect of the multifaceted and exciting path to a fulfilling career.

What can I major in at Rivet School?

There are three SNHU majors to choose from through College for America: 1) Communications 2) Healthcare Management and 3) Management. Although there are a limited number of options available, each one of them will equip you with a wide range of knowledge and transferable skills. Keep in mind that every single type of organization out there that you could work for operates based on principles you will learn in management and communications. No matter what you choose, you will be able to help your future employer operate better and make a difference.

1. BA in Communications

What careers could I pursue with this degree?

1. **Communications Coordinators** assist in the execution of communication strategies, including content creation, media outreach, and internal communication initiatives, to promote an organization's message and enhance its public image.

- Watch a day in the life video
- View active job postings

2. **Human Resources (HR) Specialists** support various HR functions, such as recruitment, onboarding, employee records maintenance, and benefits administration, to ensure smooth people operations within an organization.

- Watch a day in the life video
- View active job postings

3. **Marketing Coordinators** assist in the implementation of marketing campaigns, including tasks such as market research, content creation, social media management, and data analysis, to help promote a company's products or services and reach its target audience effectively.

- Watch a day in the life video
- View active job postings

4. **Public Relations (PR) Specialists** support the development and execution of PR strategies, including media outreach, content creation, and reputation management, to enhance an organization's public image and maintain positive relationships with stakeholders and the media.

- Watch a day in the life video
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5. **Social Media Coordinators** manage and create content for an organization's social media platforms, engage with the online community, analyze performance metrics, and contribute to social media strategy to help build and maintain the brand's online presence and engagement.

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- View active job postings

Note: Job titles and responsibilities vary across organizations, so it's important to read job descriptions carefully when seeking a position.

Which concentration is a good fit for me?

Concentration	Skills & Strengths
Business	**Creativity:** Creative thinking can make communications more engaging and memorable. Whether it's designing visual materials, brainstorming innovative marketing campaigns, or crafting compelling narratives, creativity adds value to business communications. **Flexibility:** Business environments are dynamic, and communicators must be adaptable to changing situations, audiences, and communication platforms. The ability to adjust and tailor communication strategies to different contexts and emerging trends is essential. **Strategic Thinking:** Business communicators need to align their messaging with organizational goals and strategies. They should have a strong understanding of the company's mission, vision, and objectives and be able to craft communications that support these.

Healthcare	**Compassion:** Healthcare communications often involve interacting with patients, their families, and healthcare professionals during challenging and emotionally charged situations. Demonstrating empathy and compassion is essential for providing support, understanding their needs, and conveying information with sensitivity. **Confidentiality:** Healthcare communications often involve sensitive patient information. Professionals in this field must adhere to strict privacy and confidentiality standards to protect patient data and maintain trust. **Medical Knowledge:** A solid understanding of medical terminology, healthcare processes, and the healthcare industry is crucial for healthcare communicators. It enables them to accurately translate complex medical information into layman's terms and ensure that messaging aligns with medical guidelines and practices.

2. BA in Healthcare Management

What careers could I pursue with this degree?

1 **Healthcare Project Managers** are responsible for the day-to-day coordination and efficient operation of a healthcare program or project. They oversee healthcare projects from start to finish, monitoring and reporting on the progress throughout the process. An example of a project might be to coordinate a clinical trial at their facility, including a research study with a faculty member as well as a drug study with a pharmaceutical company.

- Watch a day in the life video
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2 **Medical Office Administrators** are responsible for the day-to-day operations of a practice. This includes managing patient files, billing and insurance, scheduling appointments, and handling communications with doctors and patients. The job role can vary depending on the size and type of medical office.

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Which concentration is a good fit for me?

Concentration	Skills & Strengths
Communications	**Compassion:** Healthcare communications often involve interacting with patients, their families, and healthcare professionals during challenging and emotionally charged situations. Demonstrating empathy and compassion is essential for providing support, understanding their needs, and conveying information with sensitivity. **Confidentiality:** Healthcare communications often involve sensitive patient information. Professionals in this field must adhere to strict privacy and confidentiality standards to protect patient data and maintain trust. **Medical Knowledge:** A solid understanding of medical terminology, healthcare processes, and the healthcare industry is crucial for healthcare communicators. It enables them to accurately translate complex medical information into layman's terms and ensure that messaging aligns with medical guidelines and practices.
Global Healthcare Perspectives	**Advocacy:** Many individuals in global healthcare are passionate advocates for improved health outcomes and healthcare equity. They use their knowledge and influence to promote policies, practices, and interventions that advance global health and well-being. **Cultural Competence:** Global healthcare professionals need to be culturally competent and sensitive to understand and navigate diverse cultural norms, values, and practices that impact health outcomes worldwide. This includes respect for cultural diversity and the ability to adapt healthcare interventions to various cultural contexts. **Teamwork:** Global healthcare often involves interdisciplinary and cross-cultural collaborations. Being a team player and working well with people from diverse backgrounds is essential for achieving common goals, whether it's delivering medical care, conducting research, or implementing public health initiatives.

3. BA in Management

What careers could I pursue with this degree?

1 **Customer Success Managers** focus on ensuring customer satisfaction and loyalty by providing support, addressing inquiries, and facilitating communication between customers and the company to maximize the value and benefits customers receive from its products or services.

- Watch a day in the life video
- View active job postings

2 **Operations Coordinators** assist in the daily administrative and logistical tasks of an organization's operations department, including inventory management, scheduling, and coordination of resources, to ensure smooth and efficient business processes.

- Watch a day in the life video
- View active job postings

3. **Program Coordinators** assist in planning, organizing, and executing various activities and initiatives within a specific program, ensuring smooth coordination, communication, and successful implementation of program objectives.

- Watch a day in the life video
- View active job postings

4. **Project Managers** are responsible for assisting in the planning, execution, and monitoring of project tasks, timelines, and resources to ensure successful project completion and achievement of defined objectives.

- Watch a day in the life video
- View active job postings

5. **Sales Development Representatives** identify potential leads, initiate initial contact, and nurture these relationships to generate sales opportunities and create a robust sales pipeline for the organization.

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Which concentration is a good fit for me?

Concentration	Skills & Strengths
Insurance Services	**Empathy:** Insurance is about providing peace of mind and financial security to individuals and businesses. Being able to empathize with clients' needs, concerns, and situations is crucial for understanding their unique requirements and delivering exceptional customer service. **Risk Management Mindset:** Insurance is fundamentally about managing risk. Having a risk-conscious mindset and the ability to evaluate and mitigate risks is fundamental to the industry. **Strong Communication Skills:** Effective communication is at the core of insurance services. Insurance professionals need to explain complex policies, discuss coverage options, and assist clients with claims. Clear and empathetic communication helps build trust and ensure clients make informed decisions.

Logistics and Operations	**Adaptability:** The logistics and operations landscape is dynamic, with changing market conditions, evolving technologies, and unforeseen disruptions. Being adaptable and flexible in adjusting strategies, workflows, and plans to meet new challenges and opportunities is vital for success in this field. **Attention to Detail:** Precision is critical in logistics and operations, as small errors can lead to significant disruptions and increased costs. Individuals with keen attention to detail excel in tasks such as inventory management, order fulfillment, and quality control, ensuring accuracy and efficiency. **Time Management:** Efficient time management and organizational skills are vital for juggling multiple tasks, coordinating shipments, and meeting tight deadlines.
Public Administration	**Collaboration:** Public administrators often work in multidisciplinary teams within government agencies. Being able to collaborate effectively with colleagues, stakeholders, and external partners is vital for achieving organizational goals. ⚖ **Integrity:** Public administrators must uphold the highest standards of ethics and integrity. They handle public funds and resources, make policy decisions that impact citizens, and must do so transparently and without conflicts of interest. **Problem-Solving Skills:** Public administrators often face complex challenges that require critical thinking and problem-solving abilities. They need to analyze data, assess options, and make informed decisions to address public issues and manage government resources effectively.

What should I consider before choosing my major?

Before making this choice, you should consider several factors: 1) your interests and passions 2) your skills and strengths and 3) your career goals and aspirations. Take the time to reflect and remember that it's okay to seek advice from family, friends, mentors, and colleagues to help you make the best choice for your future.

Interests & Passions

Choosing a major that aligns with your interests and passions increases the chance of finding a career that brings satisfaction and a sense of purpose. Ask yourself the following questions:



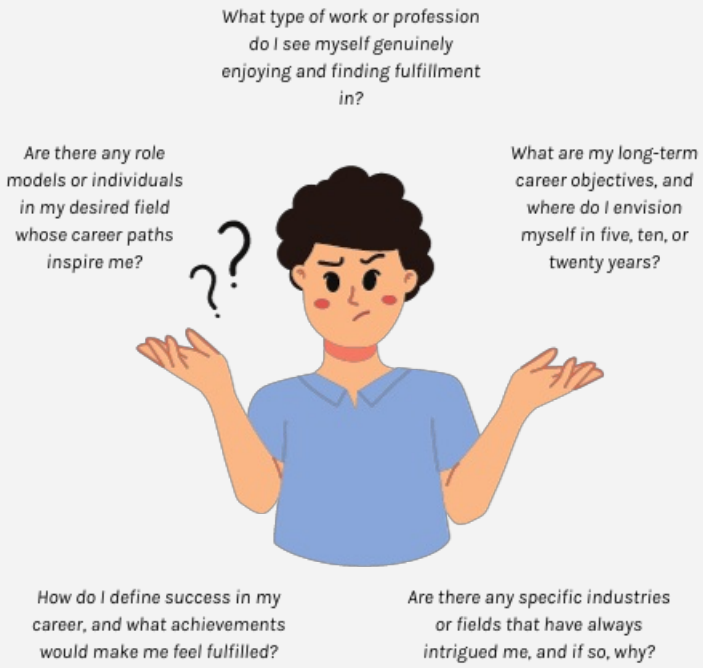
Skills & Strengths

Choosing a major that builds on your skills and strengths can guide you towards a career path where you are more likely to thrive and succeed. Ask yourself the following questions:



Career Goals & Aspirations

Choosing a major that aligns with your career goals and aspirations ensures that your education is purposeful and focused, providing you with relevant knowledge and expertise needed to succeed in your career. Ask yourself the following questions:



How can I supplement my degree?

If your prior experience and current job isn't aligned to your career goals, there are many ways to supplement your degree and bridge the gap between where you're at in your career and where you want to be. Here are some suggestions:

- Network with people who work in your desired role or industry
- Participate in one of Rivet School's career programs
- Enroll in an online course or training program
- Start a side hustle
- Take on freelance work
- Attend graduate school

Other FAQ

Which competencies are required for each concentration?

- BA in Communications + Business
- BA in Communications + Healthcare
- BA in Healthcare Management + Communications
- BA in Healthcare Management + Global Healthcare Perspectives
- BA in Management + Insurance Services

- BA in Management + Logistics and Operations
- BA in Management + Public Administration

Which majors do you recommend for Educator Pathway fellows?

Although SNHU does not offer a major in education through College for America, it's helpful to note that most teaching credential programs only require a bachelor's degree from a regionally accredited institution. Most of our Ed Pathway fellows major in Communications or Management.

Which majors do you recommend if I want to become a school counselor?

- BA in Communications + Healthcare
- BA in Healthcare Management + Communications

Can I switch my major if I change my mind?

Yes. You can change your major between terms, but depending on how far along you are you may end up having to do more than 60 projects.